

Plataforma de análise e software de ROI de saúde global

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Uma plataforma de software de ROI de saúde e bem-estar comprovada no mercado está disponível para aquisição ou fusão por meio de um acordo de ativos. Essa solução de planejamento estratégico e análise de ROI e gerenciamento de resultados, implantada globalmente, é usada por empregadores (multinacionais e locais), empresas farmacêuticas, consultores de benefícios, pagadores de serviços de saúde e provedores de bem-estar para medir os resultados e o retorno sobre o investimento (ROI) de programas de intervenção em domínios de saúde física, comportamental e ocupacional.

Com propriedade de software IP, relacionamentos de distribuição global e um banco de dados de modelos de perda de produtividade específicos de cada país, esse ativo está posicionado de forma ideal para integração com negócios existentes de saúde digital, EAP, consultoria de benefícios, HEOR/Farma ou análise.

A venda de ativos inclui

- Plataforma de software ROI© (código-fonte, modelos, calculadoras)
- Direitos globais e marcas registradas
- Conjuntos de dados proprietários (produtividade, custo, prevalência de doenças por país)
- Materiais de treinamento voltados para o cliente e documentação do usuário
- Rede de distribuição
- Patrimônio da marca e ativos promocionais (site em vários idiomas, artigos, recursos de periódicos)

Pontos fortes da plataforma

- Comprovado em mais de 30 países, incluindo EUA, Austrália, África do Sul, Canadá, todos os países europeus, Índia, México e Brasil.
- Abrange mais de 25 módulos de doenças físicas, comportamentais e infecciosas
- Modelo altamente escalável com baixos custos marginais e licenciamento de software com alta margem de lucro
- Metodologia diferenciada desenvolvida com uma empresa líder global em previsões
- Permite o cálculo de ROI, NPV, IRR e pontos de equilíbrio para programas patrocinados pelo empregador

Serviços

- Licenciamento
- Consultoria
- Cursos de treinamento
- Suporte e treinamento de clientes

Promoção

- Comunicados de imprensa/ LinkedIn
- Apresentações e programas de treinamento de ROI em conferências.
- Artigos em periódicos
- Site em diferentes idiomas e chamadas para ação eficazes

TARGET PRICE

\$ 1,350,000

BUSINESS TYPE

Software e SAAS

COUNTRY

Estados Unidos

BUSINESS ID

L#20250908

- Depoimentos
- Webinars
- Boca a boca

Planos de desenvolvimento futuro:

- Adição de novos países
- Adição de novas doenças e condições
- Foco na medição de resultados que são convertidos em ROI

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